

USIA SURVEY

Memorandum of Meeting of 10 May 1954
1778 Pennsylvania Avenue, 9:00 to 11:00 a. m.

Members of Survey: Mr. James C. Reber, CIA
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CIA

Observers: USIA Mr. Henry Loomis, SA/Dir
Mr. Louis Olom, CPI
Mr. William Clark, Asst. Dir. for
American Republics

CIA
State Mr. Fisher Howe, Deputy Special Asst., Intell.
OCB Mr. Neilson C. Debevoise

1. Mr. Clark reviewed the concept of the Area Assistant Director positions as alter egos of the Director who spend much of their time in the field and have an overall responsibility for programs in their areas.

2. Mr. Clark has instituted a weekly meeting in Washington attended by representatives of IOP, the media, intelligence, budget and personnel. The Latin American area employs 160 Americans and 500 locals covering 20 countries and the European dependencies in the Caribbean. Mr. Clark said his present goal is more to improve the content of the program than to increase his staff, which he considers sufficient.

3. Mr. Clark discussed Brazil, from which he has just returned. He stated that the basic U.S. propaganda problem in Brazil arises from the fact that any fluctuation downward in the Brazilian economy is immediately attributed to the United States;

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at present the government has devalued the peso and a serious inflation is in the making.

4. Mr. Clark described some of the successful efforts of USIS in sponsoring motion picture production, press columns, and radio and TV programs. In this regard, he stressed that "canned material (except IPS) sent from Washington or New York is in general not as useful as locally produced shows or programs.

TARGET GROUPS:

5. Mr. Clark stated that the Army was the prime target in Brazil as it was the group having the greatest influence and stability. He said USIA relations with the Army are good. The next target priority is labor, followed by the universities. He emphasized that direct impact on the masses may be important, citing Communist tactics at the village level, but felt he did not now know whether such an approach is worth the effort.

INTELLIGENCE:

6. Mr. Clark said that the NIS was very useful to his staff, whereas the intelligence publication most useful to him was the OCI daily. The following is a summary of intelligence needs as stated by Mr. Clark:

- a. Intelligence on "who is influential, on whom, how and how much."
- b. Intelligence on "techniques" of hitting targets.
- c. Intelligence appreciations as to whether or not USIA is penetrating the Latin mind.
- d. Intelligence on non-national groups--their political significance and their influence on similar nationality groups in other countries.
- e. Intelligence on what the "opposition" is doing.
- f. Estimates of probable developments in Latin American countries to permit more adequate programming.

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REVIEW OF THE INTELLIGENCE NEEDS PAPER:

Paragraph 3 on Major Segments of Societies

7. LA area has sufficient information except for specific information on influence.

Paragraph 4 on Media

8. LA area has sufficient information.

Paragraphs 5 and 6, Propaganda Analysis

9. LA area needs more intelligence

Paragraph 7 on Local Interest Information

10. LA area does not need.

Paragraph 8 on International Communism

11. LA area needs information.

12. There was considerable discussion as to the role intelligence might play in the technique which USIA terms "cross-reporting," which involves the use in one country of pertinent facts developed in another country. It was suggested that the exploitation of foreign publications should be conducted with a view to meeting the requirements of this technique. This would require that the exploiters understand the technique and be alert for pertinent material.

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